

Lifestyle Centers

“Lifestyle Center” has become a popular term to describe a range of different shopping center models. According to the International Council of Shopping Centers (ICSC), lifestyle centers feature a variety of upscale shoppers goods, dining, and entertainment activities in an open-air setting. They typically range between 150,000 and 500,000 square feet of leasable retail area. These complexes are not usually anchored in the traditional sense but may include large book stores, other large-format specialty retailers, a multiplex cinema, and/or a small department store. The most commonly occurring stores at the centers are Ann Taylor, Banana Republic, Barnes & Noble, Bath & Body Works, Gap, GapKids, Pottery Barn, Talbots, Victoria’s Secret, and Williams-Sonoma. Besides stores, the centers also typically feature upscale restaurants, coffee houses and fitness clubs. They serve a primary trade area between 8 and 12 miles and are located outside of predominantly residential areas with access of off major collector or arterial roads. Lifestyle centers can be a component of a mixed-use, main street, town center-type development, and often these different terms are used interchangeably.

According to the ICSC, the number of lifestyle centers has quickly accelerated, from just 30 in 2002 to 120 at the end of 2004. By contrast, only eight new regional malls are expected to open by 2006. In the Washington, DC metropolitan area, several “lifestyle centers” have been developed, including the Washingtonian Center in Gaithersburg, MD and Fairfax Corner in Fairfax, Virginia.



Fairfax Corner, Fairfax, Virginia



Fairfax Corner, Fairfax, Virginia



Fairfax Corner, Fairfax, Virginia



Courtesy of Peterson Companies

Washingtonian Center, Gaithersburg, Maryland



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